

# Marketing Automation Software Market - Global Outlook and Forecast 2021-2027

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## Abstracts

This report contains market size and forecasts of Marketing Automation Software in Global, including the following market information:

Global Marketing Automation Software Market Revenue, 2016-2021, 2022-2027, (\$ millions)

Global top five companies in 2020 (%)

The global Marketing Automation Software market was valued at 2931.9 million in 2020 and is projected to reach US\$ 5166.6 million by 2027, at a CAGR of 15.2% during the forecast period.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Marketing Automation Software companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Marketing Automation Software Market, By Type, 2016-2021, 2022-2027 (\$ millions)

Global Marketing Automation Software Market Segment Percentages, By Type, 2020 (%)

Campaign Management

Email Marketing

Mobile Application

Inbound Marketing

Lead Nurturing and Lead Scoring

Reporting and Analytics

Social Media Marketing

Others

China Marketing Automation Software Market, By Application, 2016-2021, 2022-2027 (\$ millions)

China Marketing Automation Software Market Segment Percentages, By Application, 2020 (%)

Large Enterprises

Small and Mid-sized Enterprises (SMEs)

Global Marketing Automation Software Market, By Region and Country, 2016-2021, 2022-2027 (\$ Millions)

Global Marketing Automation Software Market Segment Percentages, By Region and Country, 2020 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

## Competitor Analysis

The report also provides analysis of leading market participants including:

Total Marketing Automation Software Market Competitors Revenues in Global, by Players 2016-2021 (Estimated), (\$ millions)

Total Marketing Automation Software Market Competitors Revenues Share in Global, by Players 2020 (%)

Further, the report presents profiles of competitors in the market, including the following:

HubSpot

Marketo

Act-On Software

Salesforce

Adobe Systems

Oracle

Infusionsoft

IBM

Cognizant

ETrigue

GreenRope

Hatchbuck

IContact

LeadSquared

MarcomCentral

Salesfusion

SALESmanago

SAP

SAS Institute

SharpSpring

Aprimo

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